



# SHOPTALKER

FOR PARKER PEN PEOPLE

# EXTRA

29 January 1968

Issue 377

The seventeenth annual Penette contest will be held next week. Employee nomination forms will be distributed today and are to be turned in to department heads on Thursday, 1 February.

Miss Penette and her court will be chosen from girls who are nominated through employe ballots. The contest will be held at the Arrow Park Cafeteria on Wednesday, 7 February.

The decision of the judges will be based on product and Company knowledge, poise, conversational ability, and general appearance. The contest judges are MARION HILL, ED FREDERICK, ART FOSTER, and BRUCE HUBBELL.

The Penettes selected will serve as official Company hostesses at important events and will conduct daily tours at Arrow Park. During 1967, Penettes hosted about 5,000 visitors in connection with such tours.

GEORGE PARKER, one of the owners of the new Milwaukee franchise in the National Basketball Association, revealed in a recent press interview that attempts would be made to have an exhibition game played locally. The new club plans to play as many as 15 of the 41 home games in cities other than Milwaukee - mainly, Madison, Kenosha, and Green Bay.

Recently, Mr. Parker was also appointed to the Board of Trustees of Beloit College and to the Board of Advisors of the Milwaukee Art Center.

On Friday, 19 January, RUSSELL FRENCH was presented with the U. S. Savings Bond Flag Award. The award was given for his ideas on how to use the Window Jotter to help sell the combination Savings Bond-Freedom Shares.

Russ felt that the Freedom Shares were not being sold due to lack of public understanding of them and clerk confusion in many banks concerning them. This was highlighted by the fact that many regular Savings Bond buyers were not purchasing Freedom Shares.

Russ determined four basic differences between the Freedom Shares and Series E Savings Bonds. These differences - yield, maturity time, monthly cost, and maximum purchase limit - were projected in the Window Jotter to reduce clerk confusion and increase public interest.



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The "Be Nice Club," which was started in the spring of 1967 by a group of employes at Arrow Park (OBBIE MUELLER, LUCILLE LUECK, SHIRLEY MANSER and LINDA BURNS) has grown beyond expectations.

Obbie, acting president of the group, explained that membership is strictly on an individual basis for people who want to improve themselves and help others. The group started with 100 charter members and has grown considerably.

Lucille added that members seek to accomplish an improvement in working climate by maintaining a constructive attitude and positive example. Thus, the slogan "Be Nice" developed. She reports that over the past few months many inquiries regarding this program of self-development have been received, along with requests for the "Be Nice" pins.

To promote the idea outside Parker, RUSS FRENCH distributed 10,000 pins to various Parker jobbers throughout the United States, and many people have indicated starting such clubs within their companies.

This past week, the motto of the club, "It Pays to be Nice, but it Doesn't Cost Anything," was carried over to the Janesville schools in observance of Brotherhood Week. Russ reports that Parker provided some 14,000 pins which were distributed to the school children.

RALPH FARNHAM today joined the New Process Development Department of the Technical Division as an Electrical Engineer. He was formerly with Battelle Memorial Institute and the Electromotive Division of General Motors. He holds a B.S. degree in Physics and Petroleum from Marietta College.

An interesting item is that a recent search of the records on the computer revealed that two salaried employes of Parker have birthdays on 29 February. They are GAYLORD JOHNSON, Data Processing, and JAMES LONG, an account manager in the Northeastern Division.

Two new Field Sales Coordinators have joined the Premium Products Division:

JAMES (ALEX) COLES, who was formerly with 3M National Advertising, joined Premium Products on 19 February and will headquarter in Dallas.

MICHAEL ROBERTS joined the Division today and will headquarter in Kansas City, Missouri, a newly-created sales territory. He was previously with the P. Lorillard Company.